



ARROWHEAD TOWNE CENTER



OVERVIEW

Arrowhead Towne Center is the West Valley's premier shopping destination with over 180 stores and several exclusive retailers.

The super-regional mall's trade area is one of the fastest growing in Arizona with exponential housing and job growth, and major sporting events that draw millions to the area annually.

The center is perfectly positioned at Loop 101 and Bell Road, situated amongst 9 Cactus League Spring Training venues and only a few miles from Glendale's Entertainment District which houses the Arizona Cardinals (NFL) and numerous large-scale concerts and events.

MARKET OVERVIEW *AT A GLANCE*

180+

Storefronts including Apple, Coach, Lululemon, Sephora, H&M and Urban Outfitters

\$101K

Average household income in the Primary Trade Area

3.6%

Projected population growth in the Total Trade Area over the next 5 years

276K

Daytime population within a 5-mile radius

1.6M

Total Trade Area population, one-third of the entire Phoenix MSA

36%

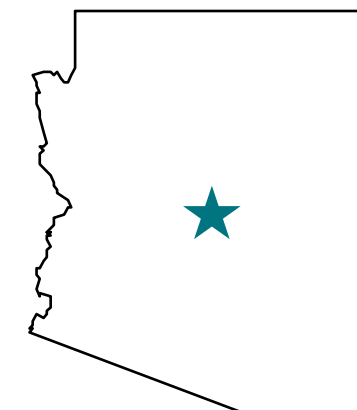
Households with income over \$100K in the Primary Trade Area

TRADE AREA MAP

- ★ Arrowhead Towne Center
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers



Arizona



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (PHOENIX, SCOTTSDALE, MESA)
2022 Population	507,008	1,660,238	5,009,506
2027 Population (projection)	520,748	1,719,578	5,215,028
Five-Year Population Growth	2.7%	3.6%	4.1%
2022 Total Households	195,265	591,845	1,852,549
Average Household Income	\$101,150	\$94,391	\$105,345
Median Household Income	\$76,845	\$70,795	\$75,940
Median Age	42.1	36	36.6
White Collar	56.3%	52.3%	57.3%
	1 MILE	3 MILE	5 MILE
Daytime Population	19,102	113,974	276,801

Source: ESRI 2022. ERSI forecasts for 2022 and 2027.



EMPLOYMENT

Manufacturing & Logistics



Corporate/Regional Offices



EMPLOYMENT

Healthcare

OCCUPATION	WORKFORCE
Health Practitioners/Technician	38,920
Healthcare Support	16,880
Trade Area Total	55,800



LUKE AIR FORCE BASE

2nd Largest employer in the West Valley

\$2.4 billion annual economic impact

Sole pilot training center for F-35A Lightning II and active-duty F-16 with pilots from the United States and allied nations

Houses the largest Fighter Wing in the world

Employs 8,000 including both active-duty military personnel and civilians

Majority of personnel live off-base

Base serves approximately 85,000 employees, family members and retirees (plus and additional 48K seasonal resident retirees)





Three top-ranked universities with over 32,000 students enrolled
ASU West will **triple** enrollment by 2025

EDUCATION

83,000 students enrolled in public and private universities in the West Valley



REGIONAL ATTRACTIONS



State Farm Stadium

Home to the NFL Cardinals and host to events including the 2023 Super Bowl, 2024 Final Four and Fiesta Bowl annually, and world-class concerts including Beyonce, Cold Play and Taylor Swift.



Phoenix Raceway

Host to multiple NASCAR and other events. Economic impact of \$450+ million and underwent a multi-million-dollar renovation in 2017.



Cactus League Spring Training

The West Valley is home to 9 of 15 teams training in Arizona. Peoria Sports Complex is less than a mile from Arrowhead Towne Center and hosts 250K+ fans each season.



Desert Diamond Arena

Host to numerous concerts and large-scale events including Drake, Justin Bieber, Harry Styles and UFC Events.



MERCHANDISING

Arrowhead Towne Center offers over 180 international and specialty tenants, anchored by Dillard's, JCPenney, Macy's, Dick's Sporting Goods, AMC Theatres and Round1 Bowling & Amusements/SpoCha (Coming Soon).



SEPHORA



macy's

EXPRESS

urban outfitters

TILLYS

LUSH
FRESH HANDMADE COSMETICS

COACH

VANS
"OFF THE WALL"

Bath&BodyWorks

DICK'S
SPORTING GOODS

QUAY

amc
THEATRES



VICTORIA'S SECRET

BOWLING & AMUSEMENT
ROUND1

COMING SOON



DINING

Arrowhead Towne Center's dining is anchored by Valley favorite Chompie's, a flagship Sizzle Korean Barbeque (opening 2023), and has an exceptionally strong food court making it one of the top performing in the Macerich portfolio.



ARROWHEAD TOWNE CENTER AERIAL

ARROWHEAD TOWNE CENTER

MAJOR RETAILERS INCLUDE:

MACY'S
DICK'S SPORTING GOODS
AMC THEATRES
DILLARD'S

JCPENNEY
ROUND1/SPOCHA (2024)
AMERICAN EAGLE/AERIE
APPLE

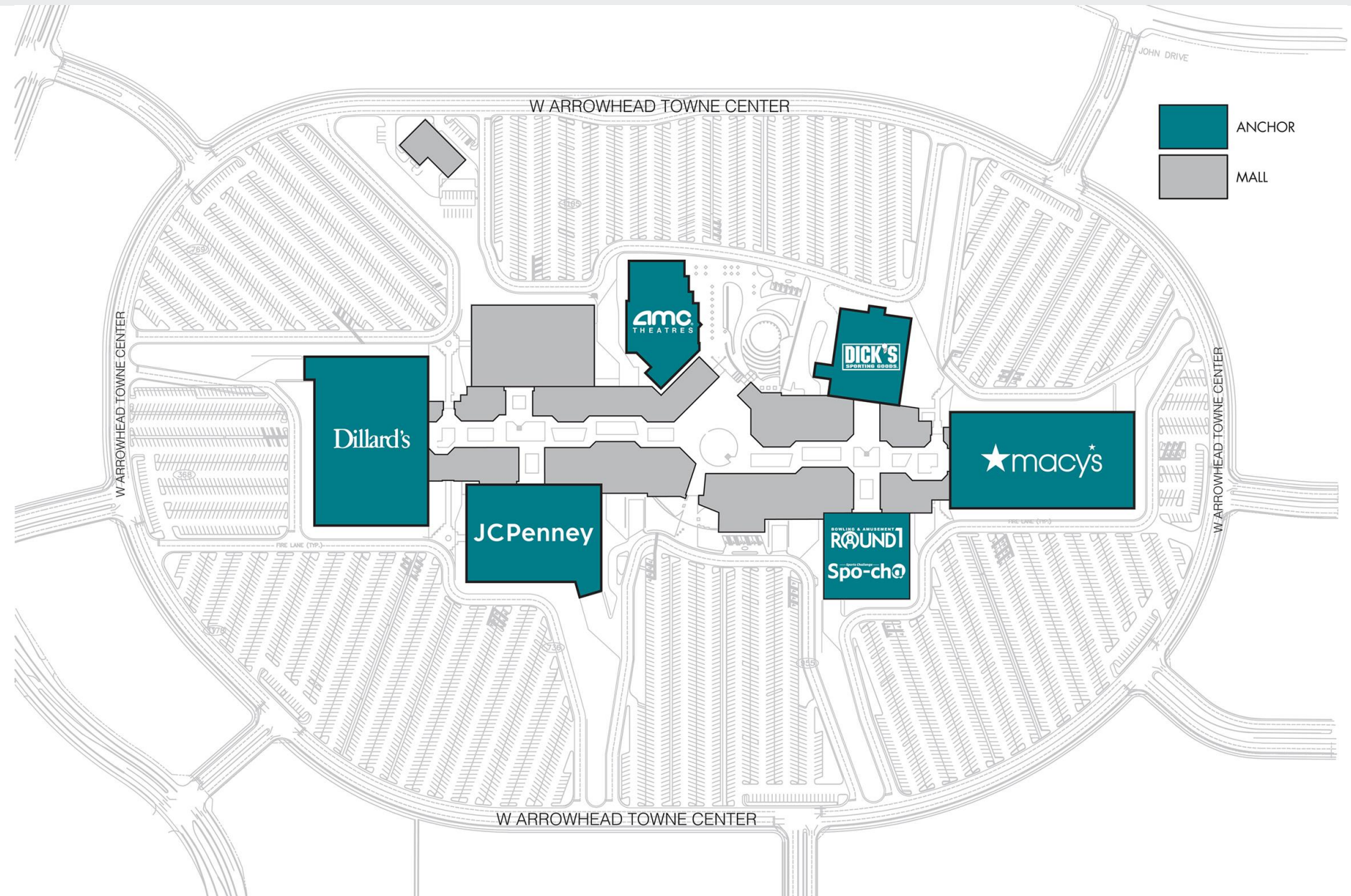
CARTER'S/OSHKOSH
CHOMPIE'S
COACH
EXPRESS

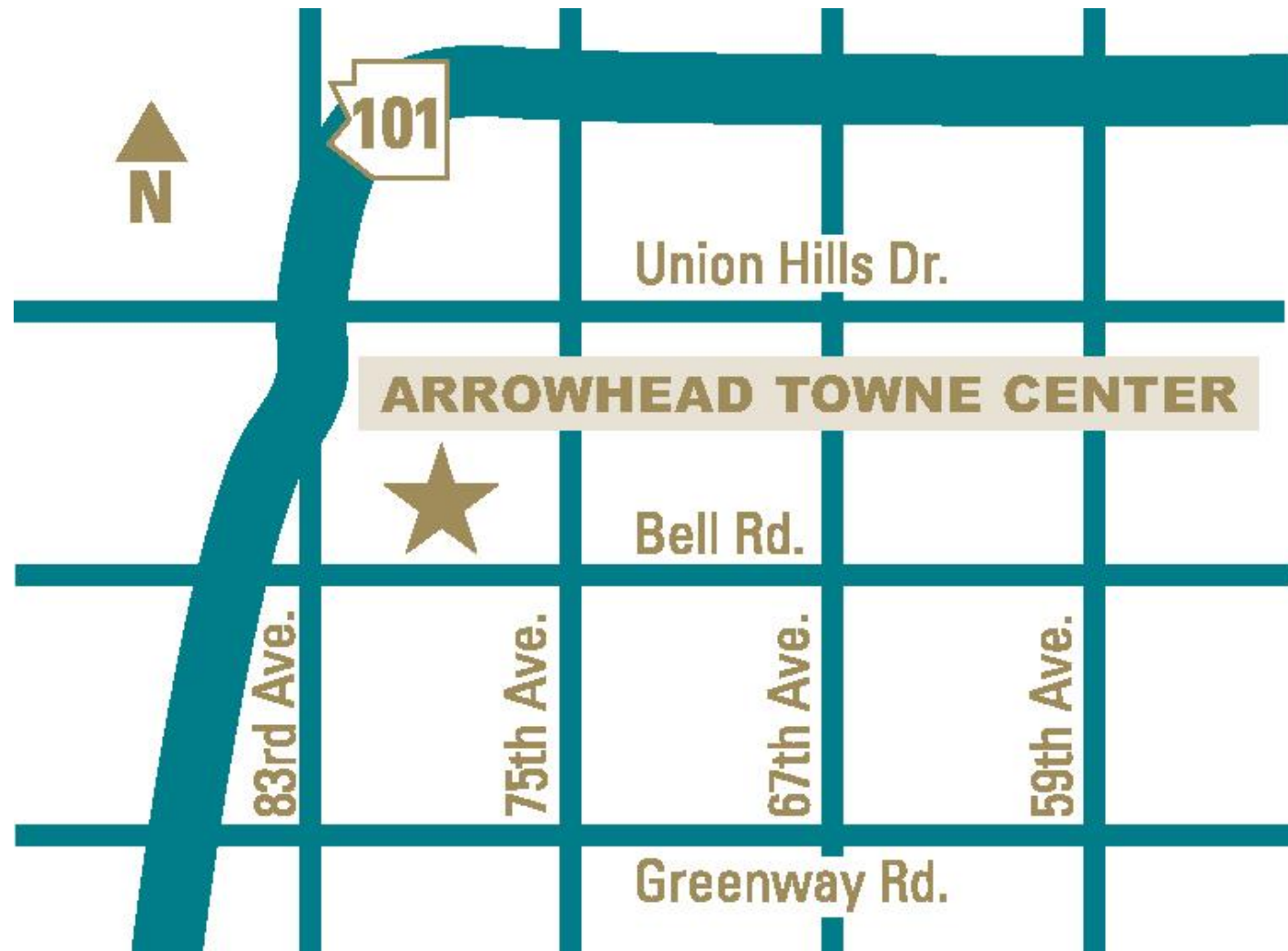
FOOT LOCKER
H&M
KAY JEWELERS
LULULEMON

SEPHORA
TILLY'S
URBAN OUTFITTERS
VICTORIA'S SECRET



ARROWHEAD TOWNE CENTER SITE PLAN





VEHICLE TRAFFIC COUNTS

Major Highways Near Center

	DAILY	ANNUAL
Loop 101 - Bell Road	92,000	33,580,000
Loop 101 - 75th Ave	93,000	33,945,000

Roads with Center Entrances

	DAILY	ANNUAL
Bell Road	56,000	20,440,000
75th Avenue	25,000	9,250,000
83rd Avenue	32,500	11,862,500



RETAILER SUPPORT

Arrowhead Towne Center plans numerous events and promotions that support retail and restaurant business:

- Tourism Program
- Concert Series
- Kids Club
- Spring Break & Back to School Events
- Jingle Jam & Holiday Activations
- Easter Bunny & Santa Photo Events
- Community & Seasonal Events
- Art Installations
- Salvation Army Angel Tree Toy Drive
- Influencer & Blogger Events
- Local Media Support
- Robust Digital & Social Media Support



COMMUNITY INVOLVEMENT

Arrowhead Towne Center and its retailers support local charities, community organizations and events:

- Glendale Chamber of Commerce
- Peoria Chamber of Commerce
- Glendale Convention & Visitor's Bureau
- Glendale Unified High School District
- Deer Valley Unified School District
- Peoria Unified School District
- City of Glendale & City of Peoria
- Westmarc
- Young Arts Arizona
- Banner Health Foundation / The Big Pink Bus
- Vitalant Arizona
- St. Mary's Food Bank





MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR